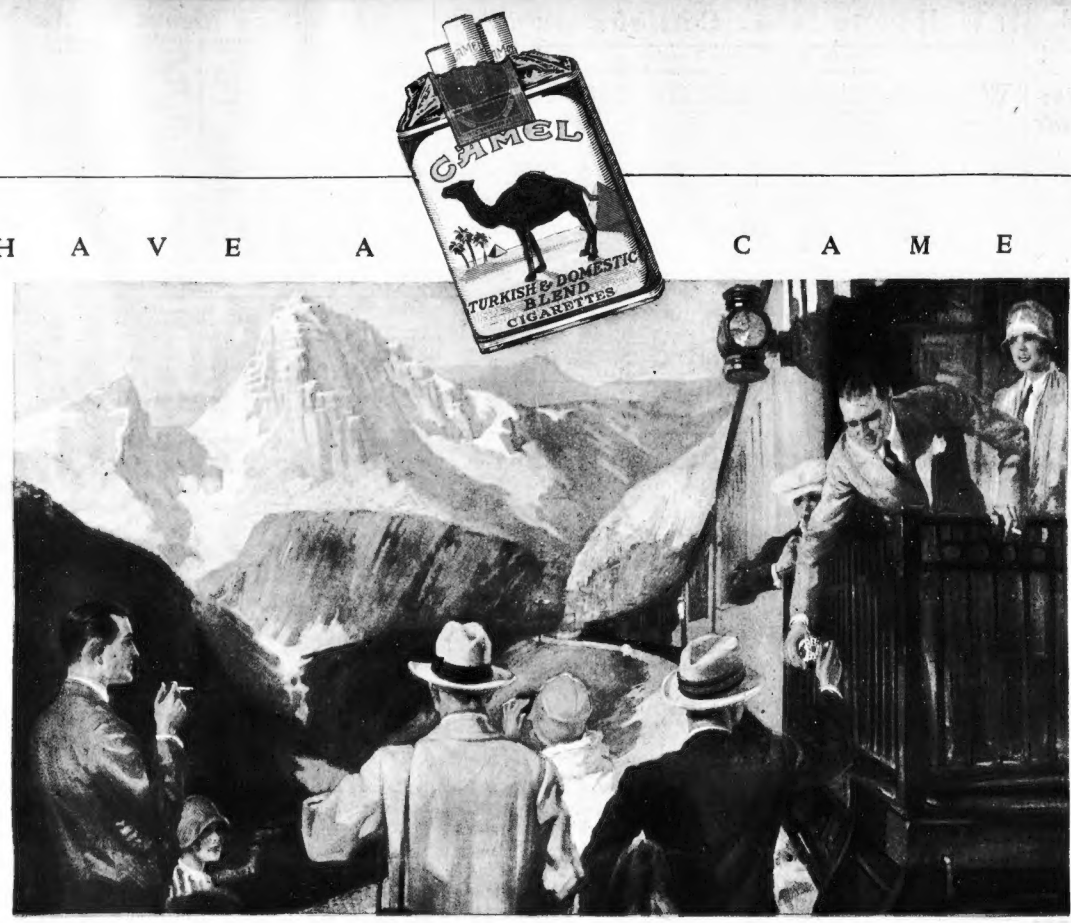
H A V E A C A M E L



On the heights of contentment . . .

MODERN smokers have in Camel such tobaccos and blending as were never offered in cigarettes before, regardless of price. Camels may be had everywhere—because they please the taste of smokers everywhere. Money cannot buy choicer tobaccos than you get in this famous cigarette, and the blend is so mellow and smooth that there is never a tired taste, no matter how many you may choose to light.

The producers of Camel, the country's largest tobacco organization, concentrate all their purchasing and manufacturing resources in this one brand of cigarettes. Into it goes their undivided pride and skill to produce such a smoke as the world has never known before.

The result of Camel's quality is its leadership among cigarettes. Modern smokers, won by its choice tobaccos, by its ever-dependable taste and fragrance, have awarded it first place. You're invited to modern smoking enjoyment.

"Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, NORTH CAROLINA

Camel

CIGARETTES

© 1927